

CLAIMS

What is claimed is:

1. A method for identifying a URL address of an entity, the method comprising:
 - 5 using a verified attribute of an entity, identifying potential URL addresses for the entity; and
 - processing the potential URL addresses to determine a candidate URL address for the entity.
- 10 2. A method according to claim 1 wherein the verified attribute of the entity is at least one of the following: a telephone number, physical address, or business name.
- 15 3. A method according to claim 1 wherein the verified attribute is verified using an independent resource.
4. A method according to claim 3 wherein the independent resource is at least one of: yellow pages database, white pages database, membership list, or business information database, global positioning device, telephone service.
- 20 5. A method according to claim 1 wherein processing the potential URL addresses to determine a URL address for the entity further includes using the potential URL addresses, performing a computational analysis to determine a candidate URL address for the entity.
- 25 6. A method according to claim 5 wherein the computational analysis further includes ranking the potential URL addresses.

7. A method according to claim 6 wherein ranking further includes identifying which of the potential URL addresses has a highest probability of matching the entity.
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8. A method according to claim 5 wherein processing the potential URL addresses further includes eliminating URL addresses which are false positives.
- 10 9. A method according to claim 5 wherein processing the potential URL addresses further includes performing an analysis on the domain name of one or more of the potential URL addresses.
10. A method according to claim 1 wherein entity is a business.
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11. A method for identifying an internet address of an entity, the method comprising:
at a query interface, obtaining a telephone number of an entity;
identifying an internet address of the entity based on the phone number of the entity.
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12. A method as in Claim 11 wherein the internet address is at least one of: a URL address, email address or ftp address.